

# United States of America

## United States Patent and Trademark Office

### SCHITT'S CREEK

**Reg. No. 5,964,319**

**Registered Jan. 21, 2020**

**Int. Cl.: 9, 16, 18, 20, 21,  
24, 25, 28, 41, 42**

**Service Mark**

**Trademark**

**Principal Register**

Not a Real Holding Company Inc. (CANADA CORPORATION)  
35 Mccaul Street, Suite 405  
Toronto, Ontario, CANADA M5T1V7

CLASS 9: Sound recordings featuring musical soundtracks and audio from comedic and musical television programs; motion picture films featuring comedy and pre-recorded video tapes featuring television programs in the field of comedy and music; pre-recorded audio tapes featuring musical soundtracks and audio from comedic and musical television programs, video cassettes, video tapes, video discs and digital video discs containing television programs in the fields of comedy; recorded magnetic tapes with sounds and images in the fields of comedic television programs and music; phonograph records and disks, namely, pre-recorded phonograph records and disks featuring musical soundtracks and audio from comedic and musical television programs; interactive games, namely, interactive game software; computer game programs; video game programs; phonograph recordings featuring musical soundtracks and audio from comedic and musical television programs and holders for pre-recorded CDs and cassettes

CLASS 16: Printed matter, namely, books in the fields of television programs in particular behind the scenes information about the television programs, posters, greeting cards, calendars, comic books; stationery, writing paper and envelopes, writing pads, paper party decorations, transfers in the nature of decalcomanias, photograms; bumper stickers; pens; pencils; paint brushes; trading cards

CLASS 18: Gym bags, backpacks, purses, luggage; key chains of leather or imitation leather

CLASS 20: Key chains of plastic; figurines of plastic, pillows being bedding, home accessories, namely, pillows

CLASS 21: Travel mugs; drinking glasses; coffee cups; mugs

CLASS 24: Towels, namely, beach towels; home accessories, namely, throws

CLASS 25: Men's, women's and children's clothing, namely, hats, toques, t-shirts, jackets, pants, shorts, skirts, dresses, sweatshirts, shirts and hooded sweatshirts; footwear; costumes, namely, Halloween costumes, masquerade costumes

CLASS 28: Board games; interactive games, namely, interactive board games, action skill games, parlor games, party games, role-playing games, table top games; playing cards; card games

CLASS 41: Entertainment services, namely, production of television programs, the production and distribution of television programs and live entertainment features in the nature of plays, comedy shows, and reality television programs; production of pre-recorded audio tapes, video cassettes, video tapes, video discs and digital video discs for others;



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Director of the United States  
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production of motion pictures and television features; providing entertainment information about television programs, games, fan sites and clubs via an internet website; online publication of newsletters regarding television programs

CLASS 42: Customizable web space for website members, namely, providing a website featuring technology that enables users to customize personalized web space, and post comments and videos

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

PRIORITY CLAIMED UNDER SEC. 44(D) ON CANADA APPLICATION NO. 1738169, FILED 07-21-2015, REG. NO. TMA1027123, DATED 06-18-2019, EXPIRES 06-18-2029

SER. NO. 86-780,724, FILED 10-07-2015

## **REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

### **Requirements in the First Ten Years\***

#### **What and When to File:**

- **First Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- **Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

### **Requirements in Successive Ten-Year Periods\***

#### **What and When to File:**

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

### **Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.**

**NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.**